



INTERCOLLEGIATE BROADCASTING SYSTEM

TO: JBP
FROM: wrm
SUBJECT: Sessions Schedule

cc: RHC, John Davison
DATE: 19 March 62
DEPT: Engrs
FILE: I 2.24

Here are the sessions speakers; WYBC will have to fill in the locations of the session. By carbon I am asking JOHN DAVISON to mail you room numbers and the address of Morey's.

8-10:30 = Registration = Hendrie Hall, 165 Elm Street, New Haven

Engineering Session (9:30-11:30)

314 FM Applications, Parts IV and V - wrm
FM Technical Operations - (tentative) - Steve Lewis, WYBC (36)

Advertising Session (9:30-11:30)

211 Common Problems of the Sales Department - Steve Trivers
Representation for National Advertising - Bob Vance (30)

Programming Session (9:30-11:30)

315 Building Better Newscasts - Chuck Conrad
College Networking - Steve Fargotstein (21)

Management Session (9:30-11:30)

105 Station Managers Colloquium - Harry Joseph
Station Promotion - JBP (36)

Production Session (9:30-11:30) - WYBC Studios, Hendrie Hall

Production Techniques - Michhel Skol
Production Techniques - " "

12:00 - 1:15 -- Luncheon - Morey's

Alternate = commons

1:45 - 3:15 -- General Session (Welcoming address, unknown keynoter, introduction of delegations, staff, etc. Chuck Conrad - Toastmaster [do you have to eat to have a toastmaster?])

Engineering Session (3:30-5:30) -

104 Carrier Current Transmission - wrm
Audio Facilities of WROT - Don Furgerson (36)

Audience Research Session (3:30 - 5:30)

105 Listener Polling--Theory and Techniques -- Prof. Doob, of Yale
Surveying the College Radio Audience -- Tom Bletcher (36)

FM Session (3:30-5:30)

208 FM Applications, etc. - CEQ
FM Programming - Ed Richards (36)

Station Executives Session (3:30-5:30)

319 Station Image: Internal and External Management Tool - (47)

INTERCOLLEGIATE BROADCASTING SYSTEM



TO: [illegible]
FROM: [illegible]
SUBJECT: [illegible]

There are no sessions scheduled for the fall semester. The only sessions scheduled for the fall semester are the sessions for the fall semester.

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314 Steve Greyser
Marksmanship Management - Robert Teter (36)
6:00 - ? - IBS staff dinner and informal meeting?

I think you've gotten the details on these individual speakers from time to time.

Will JOHN DAVISON please advise you:

- 1) Prof. Doob's full name and name of his professorship (if any); also, official title of his talk (if any)--the one I've listed is my guess.
- 2) Manufacturers' exhibits info.

Paix.

I.B.S. ENGINEERING OFFICE
30 May Street
CAMBRIDGE 28, MASS.

WRM



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MADE IN U.S.A.

MANIFOLD